**3. Technical Requirements Document (TRD):**

* **Data Sources:** Mall Customers dataset
  + **Link of dataset:** https://www.kaggle.com/datasets/shwetabh123/mall-customers
* **Technologies:** Python, Matplotlib, Seaborn, Scikit-learn, Power BI, pandas.
* **Architecture:**
  + Data preprocessing: Importing the data and cleaning the data is main motive in preprocessing the data.
  + EDA: Exploratory data analysis helps in understanding the patterns and relationships in data
  + Clustering: Dividing the customers based on their characteristics and purchasing behaviour.
  + Visualization: Visualizing the data in different forms of graphs in a clear and concise view for the user to understand the trends.
* **Data Flow:** Import data → Clean data → Analyse data → Segment customers → Visualize results